

# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

## April 17, 2013 AGENDA

1:30 p.m.  
City of Carlsbad  
1635 Faraday Avenue, Room 173A  
Carlsbad, CA

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### **NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

### **PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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### **I. CALL TO ORDER**

1:30 p.m.

### **II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

### **(C) III. APPROVE MINUTES OF JANUARY 30, 2013**

To approve the minutes of the January 30, 2013 meeting of the CTBID Board of Directors.

### **REPORTS AND DISCUSSION ITEMS:**

### **IV. STAFF REPORT**

Staff will provide the following reports at this time:

- 1) Financial Update
- 2) CTBID Budget Subcommittee Recommendations

### **V. AB 04-13-88 CTBID GRANT REQUEST**

Consider funding CTBID grant applications from Carlsbad Music Festival and San Diego Jazz Festival

**VI. AB 04-13-89 VISITCARLSBAD PROPOSAL FOR FISCAL YEAR 2013-14**

Presentation from VisitCarlsbad on their 2013-14 budget and work program.

**VII. NEXT MEETING**

Set date for next meeting. Agenda topics to include:

- 1) CTBID 2013-14 Budget and Annual Report
- 2) VisitCarlsbad 2013-14 contract
- 3) Election of CTBID Vice Chair

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

**GENERAL COUNSEL COMMENT**

**PUBLIC COMMENT**

**ADJOURNMENT**

# MINUTES

**MEETING OF:** CARLSBAD TOURISM BUSINESS IMPROVEMENT  
DISTRICT BOARD MEETING

**DATE OF MEETING:** January 30, 2013

**TIME OF MEETING:** 1:00 p.m.

**PLACE OF MEETING:** Room 173A, Faraday Administrative Center, 1635 Faraday Avenue

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**CALL TO ORDER:** Chair Stripe called the Meeting to order at 1:05 p.m.

**ROLL CALL** was taken by the Senior Deputy City Clerk, as follows:

**Present:** Stripe, Canepa, Becerra, McCormick, Akers, Stiebeling, Nayudu.

**Absent:** None.

**CONSENT ITEMS:**

On a motion by Board Member McCormick, the Board unanimously approved Consent Items, Nos. III and IV.

**III. MINUTES FOR APPROVAL**

Minutes of the October 17, 2012 Meeting.

**IV. APPROVE APPOINTMENT TO VISITCARLSBAD BOARD**

Recommendation by the VisitCarlsbad Board to appoint Regie Brown, General Manager of the Hilton Garden Inn Carlsbad to its Board.  
Agenda Bill No. 01-13-86.

**REPORTS AND DISCUSSION ITEMS**

**V. STAFF REPORT**

Staff liaison Cheryl Gerhardt presented the staff report and PowerPoint presentation regarding the financial report for the mid-year period ending in December 2012 (on file in the Office of the City Clerk). Ms. Gerhardt explained a new slide in the presentation that exhibited assessment revenue to the adopted CTBID budget. By consensus, the Board accepted the report.

**VI. REPORT BY VISITCARLSBAD**

Executive Director Sam Ross provided the Board with an update on the VisitCarlsbad website (on file in the Office of the City Clerk).

**VII. CTBID GRANT FUNDING RECOMMENDATION**

Request by Carlsbad Music Festival.  
AB 01-13-87

Ms. Gerhardt gave a brief background on the request and the CTBID grant program. She explained that \$45,000 of the \$50,000 allocated by the CTBID Board for grant funding had been awarded.

Mr. Ross announced that the VisitCarlsbad Board did not recommend the CTBID Board fund the request from the Carlsbad Music Festival. He said the VisitCarlsbad Board felt it needed more information from the organization. Mr. Ross added that the VisitCarlsbad Board also indicated a concern regarding the ability of this type of event to generate room night stays for the hotels.

Chair Stripe said that he reviewed the grantee's proposal and there was an indication that attendance increased year over year. He also stated that the grantee stated that any funds awarded by the CTBID Board, would be used to improve its website showing Carlsbad as a destination. Chair Stripe further added that he understood that the organization was working in tandem with the City's Parks and Recreation Commission.

Ms. Gerhardt stated that the event will take place later in the year and no time was indicated on the request as to when the organization needed to know if funding would be awarded.

On a motion by Board Member Nayudu, the Board concurred to continue the request for funding from the Carlsbad Music Festival to its April meeting in order for staff to obtain more information.

#### **DISCUSSION ITEMS**

##### **2013-13 Budget**

Board Members Becerra, Akers and McCormick volunteered to serve as the committee to develop the 2013-14 CTBID budget.

##### **CGLBID**

Ms. Gerhardt explained to Board Members that if they wanted their hotels to "opt in" to this district, the deadline was May 1, 2013.

#### **VIII. NEXT MEETING**

By consensus, the Board agreed to hold the next meeting on April 17, 2013, at 1:30 p.m.

By proper motion the Board Meeting of January 30, 2013, was adjourned at 1:39 p.m.

Sherry Freisinger  
Senior Deputy Clerk

# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

<b>AB#</b>	<b>04-13-88</b>	<b>CTBID GRANT REQUESTS</b>	<b>CTBID STAFF</b>	
<b>MTG.</b>	<b>04-17-13</b>		<b>GENERAL COUNSEL</b>	

## RECOMMENDED ACTION:

1. Review and consider funding Carlsbad Tourism Business Improvement District (CTBID) grant applications from Carlsbad Music Festival and San Diego Jazz Festival.
2. Adopt Resolution No. 2013-2 allocating amounts to be determined to the grant applicants.

## ITEM EXPLANATION:

In 2008, the CTBID board approved the guidelines to establish a formal grant program. The objectives of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The CTBID Board appropriated \$50,000 in their 2012-13 budget to fund these grants. As part of their contract with the CTBID, the VisitCarlsbad Board reviews the applications and makes funding recommendations to the CTBID Board. The VisitCarlsbad Board reviews the requests based on the following:

- Overall program promotes overnight stays in hotels
- Program included a "hotel tie in" (ie special rate or package)
- Compelling nature of the project and its potential image impact for the region
- Strength of marketing and public relations plan, including partnerships
- Likelihood that the project will receive publicity outside the San Diego Market
- Time of year that the event occurs

The VisitCarlsbad Board, to date, has recommended, and the CTBID Board has approved, funding for three grants for a total of \$45,000. Applications have been recently received from the Carlsbad Music Festival and the San Diego Jazz Festival. The Carlsbad Music Festival is requesting \$5,000 to improve their website and fund out-of-region marketing efforts for their three day event. The San Diego Jazz Festival is a new event for Carlsbad and they are requesting \$10,000 for fund print, radio and internet marketing to regions outside of San Diego County for their three day event.

The VisitCarlsbad Board met on March 25 to review the application and interview the applicants. Based on this review they are recommending \$5,000 in funding to the San Diego Jazz Festival.

The table in Exhibit 2 summarizes the 2012-13 grant requests and VisitCarlsbad’s recommendations for funding.

**FISCAL IMPACT:**

The CTBID 2012-13 Budget contains an appropriation of \$50,000 for CTBID Grants of which \$5,000 is still available. No further appropriation is required.

**ENVIRONMENTAL IMPACT:**

This action does not qualify as a project under the California Environment Quality Act (“CEQA”) and will not have a physical adverse effect on the environment. (CEQA Regulation 15378(b)).

**EXHIBITS:**

- 1. Resolution No. 2013-2 allocating funding to the organizations identified.
- 2. Summary of CTBID Grants
- 3. Carlsbad Music Festival grant application
- 4. San Diego Jazz Festival grant application

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)

<b>FOR CITY CLERKS USE ONLY.</b>				
<b>BOARD ACTION:</b>	<b>APPROVED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE SPECIFIC</b>	<input type="checkbox"/> _____
	<b>DENIED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE UNKNOWN</b>	<input type="checkbox"/>
	<b>CONTINUED</b>	<input type="checkbox"/>	<b>RETURNED TO STAFF</b>	<input type="checkbox"/>
	<b>WITHDRAWN</b>	<input type="checkbox"/>	<b>OTHER – SEE MINUTES</b>	<input type="checkbox"/>
	<b>AMENDED</b>	<input type="checkbox"/>		

**RESOLUTION NO. 2013-2****RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
CARLSBAD TOURISM BUSINESS IMPROVEMENT  
DISTRICT, ALLOCATING CTBID GRANT FUNDING FOR  
2012-13**

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**WHEREAS**, on March 18, 2008, the Board the Carlsbad Tourism Business Improvement District (CTBID) established a grant program to fund programs and activities that promote overnight stays in Carlsbad; and

**WHEREAS**, six organizations submitted applications for 2012-13 CTBID grant funds; and

**WHEREAS**, the VisitCarlsbad Board reviewed the applications and made funding recommendations to the CTBID Board for three of the organizations which were approved by the CTBID Board at prior meetings.

**WHEREAS**, the VisitCarlsbad Board reviewed the applications for the Carlsbad Music Festival and the San Diego Jazz Festival and is recommending funding for the San Diego Jazz festival.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Carlsbad Tourism Business Improvement District, as follows:

1. That the above recitations are true and correct.
2. That the CTBID Board hereby allocates funding in the amount of \_\_\_\_\_ to the Carlsbad Music Festival for the 2013 Music Festival in accordance with the Grant Guidelines.
3. That the CTBID Board hereby allocates funding in the amount of \_\_\_\_\_ to the San Diego Jazz Festival for its 2013 Jazz Festival in accordance with Grant Guidelines.

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**PASSED, APPROVED, AND ADOPTED** at a regular meeting of the Board of  
Directors of the Carlsbad Tourism Business Improvement District on the \_\_\_\_day of  
\_\_\_\_\_ 2013, by the following vote to wit:

AYES:

NOES:

ABSENT:

\_\_\_\_\_  
TIM STRIPE  
Chair

ATTEST:

\_\_\_\_\_  
Pro Tem Clerk of the  
Carlsbad Tourism Business Improvement District

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**SUMMARY OF CTBID GRANT REQUESTS**  
**2012-13**

**Grant Program Objectives:**

- a. Fund projects or events that are going to increase the overnight stays in hotels;
- b. Encourage the development of innovative tourism products;
- c. Promote collaboration within and across sectors of the tourism industry;
- d. Reach important travel segments such as multicultural, family and senior markets;
- e. Strengthen the marketing capacity of our partnering organizations; and
- f. Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

**Event Description**

**Mercury Insurance Open-** Women's Tennis Association Tournament to be held at the La Costa Resort & Spa July 14 - 22, 2012.

This event will have international television coverage and is anticipated to attract 30,000 out of town visitors. Grant request is for TV advertising, Hispanic Marketing print and broadcast and collateral materials and postage. This year they have a new event managing company, Desert Champions, LLC.

**ArtSplash** - This annual two day event is a festival of arts, food and fun held on Armada Drive in Carlsbad. The event will take place this year September 22nd & 23rd and is expected to attract 30,000 visitors. This year they are requesting funding to redesign their website.

**In Motion, Inc.** - The Carlsbad Marathon is to be held January 27, 2013. This event is projected to bring 3,000-4,000 out of town visitors. Grant request is for advertising to nearby markets including Orange, Los Angeles, Riverside and San Bernardino as well as border cities in AZ and NV. They will also promote more race related and local activities and attractions to encourage marathoners to spend more time in Carlsbad.

**Carlsbad 5000** - The Carlsbad 5000 is a two day running event that has taken place in Carlsbad for the past 27 years. It brings more than 20,000 runners, spectators and running fanatics to Carlsbad each year. Grant money would be used to expand marketing efforts to increase the number of participants.

**Carlsbad Music Festival** - This is an annual event that features world-class adventurous performers and composers in the seaside village of Carlsbad. The 2013 event is planned for September 20-22. Grant money would be used to improve the website and fund out of region marketing efforts.

**San Diego Jazz Festival** - Tis is a new three day event to be held at La Costa Resort May 24-26, 2013. It features smooth jazz, R & B and neosoul music. Grant is being requested by BTW Concerts, the promoter of the event to do print, radio and internet marketing to attract visitors out of the County.

(1) Funding approved byt CTBID Board at its 7/9/12 meeting

(2) Funding approved byt CTBID Board at its 10/17/12 meeting

	2012-13 Grant Request	2012-13 Recommended Funding	Past Years Funded
	\$15,000+	\$ 20,000	(1) 2
	\$ 5,000	0	4
	\$ 10,000	\$ 5,000	(2) 4
	\$ 20,000	\$ 20,000	(2) 0
	\$ 5,000	0	0
	\$ 10,000	\$ 5,000	0
<b>Total</b>	<b>\$ 65,000</b>	<b>\$ 50,000</b>	

**Carlsbad Tourism Business Improvement District  
GRANT APPLICATION**

**Submit to:****Due Date June 15, 2012**

Carlsbad Tourism Business Improvement District  
Attn: Cheryl Gerhardt  
1635 Faraday Avenue  
Carlsbad, CA 92008

Or Fax to 760-602-8533 or email [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)  
Questions? Call Cheryl Gerhardt 760-602-2753

*Please complete the following application. You may attach additional pages if necessary.*

Name of

Applicant: CARLSBAD MUSIC FESTIVALAddress: PO BOX 4067, CARLSBAD, CA 92018Phone: (760) 809-5501Email linnea.searle@carlsbadmusicfestival.orgContact LINNEA SEARLE  
name(760) 518-9598  
phoneFederal Tax ID # or Social Security #: 26-3969347Amount of Grant Request: \$ 5,000

**Program Description/Scope** (please use additional pages if necessary but no more than 3):

Describe your program:

SEE ATTACHED

How will the program benefit Carlsbad tourism?

SEE ATTACHED

Projected # of out of town visitors 1200

Projected # of overnight stays 75-100

**Applicant Background:**

This applicant is a (an):

☒ Non - Profit

☐ For-Profit

☐ Other \_\_\_\_\_

☐ Local Public Agency

☐ Individual

Years in Business: 10

Number of Employees: 3 (part-time)

Number of Volunteers: APP. 30

(Please attach an organization chart, if available.)

Names of Officers and Board of Directors:

Name:

MATT MCBANE

JAMES ROSENFELD

DEVORA LOCKTON

CAROLYN GRANT

Title:

CHAIRMAN

SECRETARY

TREASURER

MEMBER.

ALSO: JOLI HATCH, ERIC BYERS, KATHLEEN CHARLA AND BONNIE WRIGHT

**Experience in Program Area:**

SEE ATTACHED

**Financial Capabilities/Budget:**

Current funding sources and levels (identify source of matching funds):

SEE ATTACHED

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the CTBID. Proof of program expenses (ie receipts) are required to be held for two years during which time the CTBID reserves the right to audit the records.

We agree to adhere to the reporting requirements described above. Yes ☒ No ☐

**Other Requirements**

Grant recipients will be required to recognize on all printed material that grant program is funded in part by the CTBID.

**Certification:**

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge.

  
Signature

Marketing  
Title Manager

January 22, 2013  
Date

**Grant Application Timetable**

May 23, 2012	Grant guidelines available
June 15, 2012	Grant applications due to City office by 5 p.m.
June 2012	Grant applications reviewed
July 2012	Grant recipients announced

Carlsbad Tourism Business Improvement District  
GRANT APPLICATION  
Supplemental Materials

**Program Description/Scope**

*Describe your program:*

The Carlsbad Music Festival is an annual event that features world-class adventurous performers and composers in the seaside village of Carlsbad. The Festival has been praised by KPBS as “one of the area’s most innovative showcases,” by the San Diego Union Tribune as “phenomenal” and by the Los Angeles Times as “magnificently enlightening,” and in 2010 won the national ASCAP/Chamber Music America Award for Adventurous Programming and in 2012 and 2013 won prestigious National Endowment for the Arts grants.

The Festival pushes the boundaries of genre by presenting contemporary classical music along with creative indie-rock, folk, world music and jazz and seeks the points of intersection. In addition, the Festival supports the creation of new music by commissioning works and enabling cross-genre collaborations. The Festival is committed to presenting this work to a wide audience in a manner that integrates itself within community spaces.

The Carlsbad Music Festival's unique adventurous music programming has gained it a loyal and growing following both in the San Diego area and of cultural tourists from outside the area. The Festival is currently preparing to mount its 10<sup>th</sup> anniversary Festival (September 20-22, 2013), which will feature the Village Music Walk, indoor main stage concerts and outdoor concerts in Magee Park, as well as education programs and community outreach activities.

In 2011, the Festival underwent a major transformation as all events took place within the Village of Carlsbad. The move was successful and drew over 2000 people to Carlsbad. The 2012 Festival grew even larger, with attendance of 3500, including both residents of San Diego County and cultural tourists from throughout Southern California and beyond. All events were accessible by public transportation and all venues were within easy walking distance of the hotels, restaurants and retail centers of the seaside Village of Carlsbad.

The funding requested from the Carlsbad Tourism Business Improvement District will be used in to strengthen the marketing of the Carlsbad Music Festival to out-of-region markets in three ways:

- 1) Improve the website through a redesign, to emphasize the ‘destination’ aspect of the Festival;
- 2) Place ads in comparable West Coast music festivals, to showcase the Carlsbad Music Festival to interested and committed musical tourists, and
- 3) Fund out-of-region marketing efforts through securing the services of a freelance publicist or marketing specialist who will focus on those markets.

*How will the program benefit Carlsbad tourism?*

The 2011 and 2012 Festivals, held entirely in the Village of Carlsbad, received extensive coverage in the Union Tribune, the North County Times, and the LA Times, as well as through

national blogs and online media outlets including a tweet by Alex Ross of the New Yorker praising the Festival's "strong line-up." As the reputation of the Festival grows within the music community, we expect to see attendance grow at the free and ticketed events, drawing fans of adventurous music from San Diego, throughout Southern California and beyond. As the Festival continues to grow, the City of Carlsbad will benefit from the increased economic activity generated during the Festival (the early Fall).

In comparison, one older festival with a similar target market is the Ojai Music Festival. The Ojai Festival occurs each year in early June, and brings in over 4000 audience members to their yearly festival, filling the hotels and restaurants of the small town of Ojai. The Carlsbad Music Festival is a much more recent arrival to the musical scene in Southern California, but it is our goal to grow into a regular part of the calendar for this group of affluent and sophisticated musical tourists.

With the acclaim and buzz of past festivals, this year the Carlsbad Music Festival is poised to dramatically increase its draw as a tourist destination, and the increased marketing enabled by a BID grant can make this possible.

#### **Experience in Program Area:**

The Carlsbad Music Festival Leadership Team consists of Director Matt McBane, Production Manager Clint Davis and Marketing and Development Manager Linnea Searle. The Leadership Team will manage the implementation of the project, but we will be working closely with our Board of Directors, local arts and business associations, and our volunteer organization. The bios for the Festival staff are listed below.

The Carlsbad Music Festival has a strong and growing Board of Directors. We have recently added a member with experience in managing and producing music festivals, and our newest board member is member of the Carlsbad Village Association and works in marketing at one of the Village hotels. The CMF also has strong ties with the Carlsbad Cultural Arts Office, Museum of Making Music, ArtPower at UCSD, La Jolla Music Society, New Village Arts Theatre, MATA Festival (NY), Bang on a Can (NY), Ojai Festival and other artistic and musical organizations throughout San Diego and nationally. CMF has collaborated with each of these organization and they have provided advice, marketing and promotional assistance, and/or volunteer help for the previous Festivals.

Below are the bios of the Festival leadership team:

#### **MATT MCBANE: Director**

Mr. McBane founded the Carlsbad Music Festival and has supervised all aspects of its operations. He is also founder, composer, and violinist his ensemble Build and has extensive experience with traditional and social marketing tools for music events. For his work on the Festival, he was selected as one of Musical America's 2012 "Rising Stars in the Performing Arts."

#### **CLINTON DAVIS: Production Manager**

Mr. Davis was added to the staff in 2010 and manages the production of the Festival. A PhD

candidate in music at the University of California at San Diego, Davis also assists in artist relations and grant writing.

**LINNEA SEARLE:** Marketing and Development Manager

Ms. Searle was added to the staff in 2011 to manage the marketing and development functions. She has an MBA from the Haas School of Business at UC Berkeley and experience working as a marketer for Nestle in Glendale, CA. She is a resident of Carlsbad.

**Financial Capabilities/Budget:**

The Festival has received strong support from local and national sources. In 2012, the Festival received a prestigious Artworks Grant from the National Endowment for the Arts for \$7500 and this funding was increased to \$10,000 for the 2013 Festival season. For the past several years we have received yearly funding from the City of Carlsbad and the San Diego County Board of Supervisors Community Enhancement Grant (\$10,000 from each source). With the success of the 2012 Community Stage, funded by the Carlsbad Charitable Foundation, we are now exploring partnerships with local businesses that will enable us to continue to offer free, large-scale outdoor concerts.

The Festival revenue growth continues to be strong. In the 2012 season, we increased our ticket revenue by 77%, with growth in our merchandise sales as well. We more than doubled our individual fundraising from 2010 to 2011, and we ended 2012 with another 50% increase over the 2011 level.

The budget for this project is as follows:

Website redesign: \$2500

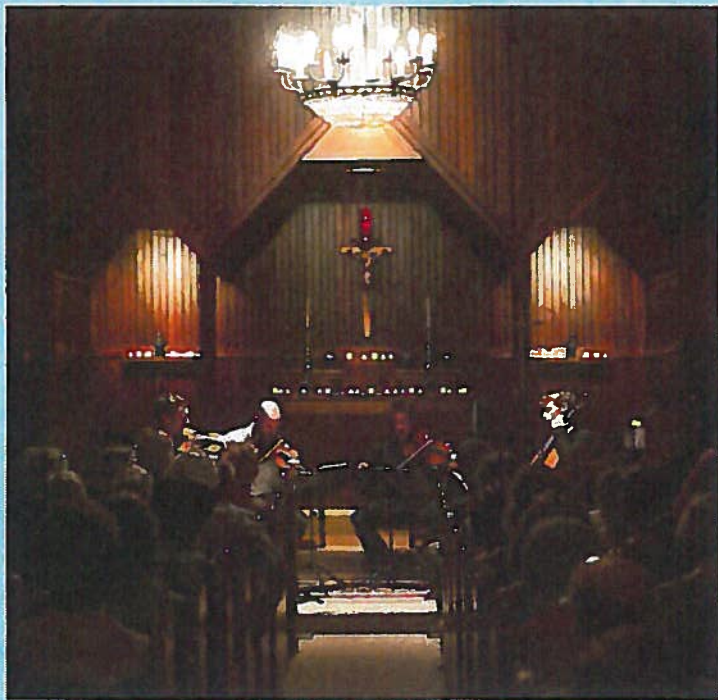
Full Page ad in 2013 Ojai Music Festival Program: \$800

Creative costs for Ads: \$200

Marketing Specialist: \$1500

These expenditures will be matched by Festival from our general operating budget.

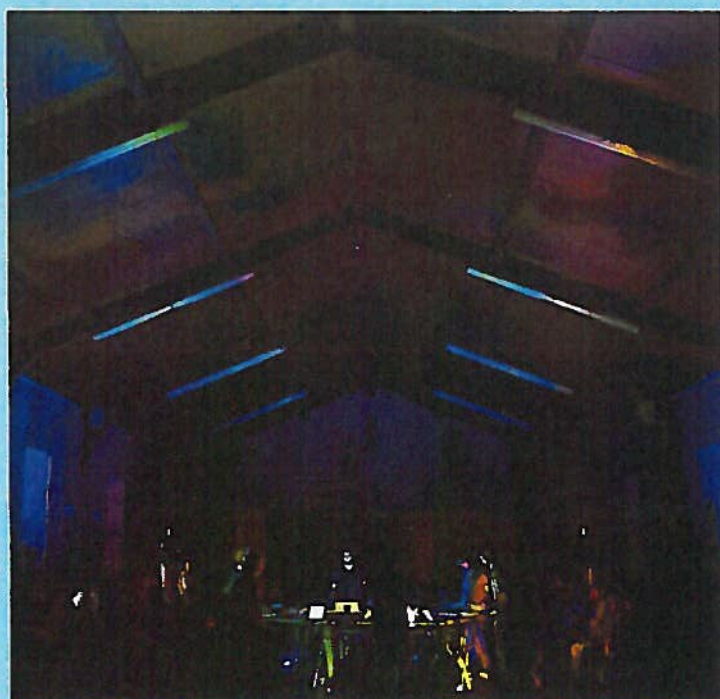




# CARLSBAD MUSIC FESTIVAL

Celebrating 10 years of adventurous music by the beach in 2013

[www.carlsbadmusicfestival.org](http://www.carlsbadmusicfestival.org)







# CARLSBAD MUSIC FESTIVAL

Celebrating 10 years of adventurous music by the beach in 2013

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*"...magnificently enlightening..." -Los Angeles Times*  
*"one of the area's most innovative music showcases" -KPBS*

## Festival history at a glance:

2003: Founded by composer Matt McBane

2004: First festival

2004-present: Founding Ensemble-in-Residence, the Calder Quartet, has been a part of the Festival each year

2004-2006: Festival awarded Carlsbad Cultural Arts Office Grant

2004-2010: Concerts take place in the Schulman Auditorium at the Dove Library

2004-present: Educational outreach events in Carlsbad schools

2004-present: 14 commissions of new works from young composers to date

2005-present: co-presentations with the Museum of Making Music

2006: Composers Competition launched, now draws 200+ applicants from around the world

2006-2012: Recipient of San Diego County Board of Supervisors Community Enhancement Grants

2007-2009: Satellite concerts in Los Angeles

2007-2010: City of Carlsbad Cultural Arts Office: Presenting Partner

2008-present: ArtPower at UC San Diego co-commissions Competition Winner

2009: Festival becomes a 501(c)3 Non-Profit

2010: Winner Chamber Music America/ASCAP Award for Adventurous Programing

2010: Village Music Walk launched

2010: Production Manager Clint Davis hired

2010: Concert of works commissioned by the Festival for the Calder Quartet at the MATA Festival in New York

2011: Festival moved entirely to the Village of Carlsbad

2011: Marketing and Development Manager Linnea Searle hired

2012: Largest Festival to date with 30+ performances

2012-2013: Recipient of NEA ArtWorks grants

## Past Festival Artists:

Michael Gordon, Wu Man, Sara Watkins, Sacra/Profana, Timothy Andres, Mantra Percussion, Andy Akiho, Mattson 2, Mando Basso, Bombshell Boom Boom, San Diego Children's Choir, red fish blue fish, My Brightest Diamond, Shara Worden, Build, Vicky Chow, Burkina Electric, Jacob Cooper, Lukas Ligeti, Sarah Kirkland Snider, Florent Ghys, ACME, Eric Huebner, Kate Moore, Nathan Davis, Caroline Mallonnée, Fred Frith, California E.A.R. Unit, Calder Quartet, Daniel Wohl, Jason Treuting, Charles Punchatz, Ted Hearne, Keeril Makan, Partch, Fabian Svensson, Tristan Perich, Real Quiet, So Percussion, Christine Southworth, Evan Ziporyn, NOW Ensemble, Tom Osbourne, Ryan Carter, Judd Greenstein, Mark Dancigers, The Section Quartet, Lucy HG, California Quartet, Peter Jacobson, Calder Quartet, Matt McBane

## Village Music Walk Artists

**Timothy Andres with Matt McBane:** Timo is a New York-based composer and pianist praised by The New Yorker for "unhurried grandeur." Matt is a composer and violinist and is the Founder of the Festival.

**Andy Akiho:** steel pan player and composer described as "mold-breaking" and "vital" by The New York Times

**Eric Byers:** cellist of the Calder Quartet playing original compositions for cello and electronics

**Calder Quartet:** Festival Founding Ensemble-in-Residence has been called "one of America's most satisfying- and most enterprising- quartets" by the Los Angeles Times.

**MandoBasso:** Mandolin and Bass duo playing arrangements of traditional music, new compositions, classical music, jazz and ragtime

**Mantra Percussion:** New York-based percussion group hailed by the New York Times as "...finely polished...a fresh source of energy"

**red fish blue fish:** UCSD's acclaimed resident percussion ensemble

**Sean Conway:** founder of Bombshell Boom Boom and eclectic improviser

**Son de San Diego:** plays music from the southern region of Veracruz State in Mexico known as Son Jarocho

**Father Doran Stambaugh:** St. Michael's priest and singer-songwriter

**Susanna Kurner:** retro and sassy singer and songwriter

**Tiki Two:** retro Hawaiian ukulele duo featuring Adrian Demain and Susanna Kurner

**Jude Traxler:** percussionist from Mantra Percussion

**Trouble in the Wind:** Carlsbad-based folk rock with a cinematic bent

**ZimBeat:** San Diego-based ensemble that performs the dynamic village music of Zimbabwe, Africa

## 9th Annual Friday-Sunday September 21-23, 2012 Adventurous music by the beach. CARLSBAD MUSIC FESTIVAL



## Schedule of Events:

### Friday, September 21

5:30-9:00 Village Music Walk

Free, various locations in the Village of Carlsbad

### Saturday, September 22

12:00 Composers Talk

Michael Gordon, Andy Akiho, Timothy Andres, and Matt McBane  
Free, St. Michael's by the Sea

1:30 Timothy Andres, piano

\$15, Carlsbad Village Theatre

3:00 Bombshell Boom Boom, instrument making class and performance\*

Free, St. Michael's by the Sea

3:00 Andy Akiho & Friends

Free, Magee Park

4:00 Mattson 2

Free, Magee Park

5:00 Sacra/Profana with the San Diego Children's Choir

\$10, St. Michael's By the Sea

7:00 Wu Man & Friends

\$20, Carlsbad Village Theatre

8:30 Bombshell Boom Boom March

Free, begins at Carlsbad Village Theatre, ends at Harding Community Center

9:00 Mantra Percussion plays Michael

Gordon's 'Timber'

\$15, Harding Community Center

### SUNDAY, September 23

1:00 Mantra Percussion plays Aaron

Siegel's "Science is Only a Sometimes Friend"

Free, Magee Park

2:30 Calder Quartet

\$20, Carlsbad Village Theatre

4:30 Sara Watkins with MandoBasso

Free lawn seating. \$20 priority seating, Magee Park

\*Family-friendly hands-on event appropriate for all ages!

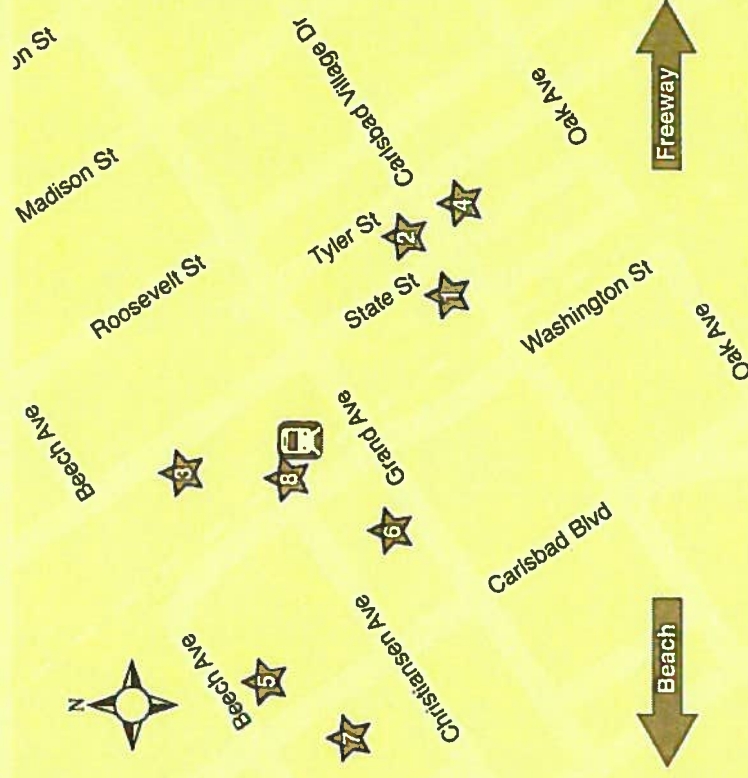


# Village Music Walk Friday, September 21

Time	Artist	Venue
5:30pm	red fish blue fish Program: John Cage – Trio John Cage – Amores Iannis Xenakis – Okho	Train Station
6:30pm	Andy Akiho	The Foundry @ NVA
	Trouble in the Wind	Spin Records
	Father Doran Stambaugh	St. Michael's by the Sea
	Mandobasso	It's a Grind
7:00pm	Susanna Kurner	The Foundry @ NVA
	Son de San Diego	Spin Records
	Sean Conway	St. Michael's by the Sea
	Mandobasso	It's a Grind
	Mantra Percussion	Village Train Station
7:30pm	Trouble in the Wind	The Foundry @ NVA
	ZimBeat	Spin Records
	Calder Quartet	St. Michael's by the Sea
	Mandobasso	It's a Grind
8:00pm	Son de San Diego	Boxd
	Sean Conway	Giacoletti Music
	Tiki Two	Carlsbad Chocolate Bar
	Jude Traxler	Spin Records
	Timothy Andres with Matt McBane	St. Michael's by the Sea
	Mandobasso	It's a Grind
8:30pm	Trouble in the Wind	Boxd
	Eric Byers	Giacoletti Music
	ZimBeat	Carlsbad Chocolate Bar

All Music Walk events are FREE but we suggest a \$5 donation for each set to support the musicians.

## Map of Venues



1. Boxd
2. Carlsbad Chocolate Bar
3. The Foundry @ New Village Arts Theatre
4. Giacoletti Music
5. It's a Grind
6. Spin Records
7. St. Michael's by the Sea
8. Village Train Station

**Carlsbad Tourism Business Improvement District  
GRANT APPLICATION**

**Submit to:**

Due Date June 15, 2012

Carlsbad Tourism Business Improvement District  
Attn: Cheryl Gerhardt  
1635 Faraday Avenue  
Carlsbad, CA 92008

Or Fax to 760-602-8533 or email [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)  
Questions? Call Cheryl Gerhardt 760-602-2753

Please complete the following application. You may attach additional pages if necessary.

Name of

Applicant: BTW CONCERTS.COM, LLC.Address: 15300 N. 90<sup>TH</sup> ST, SUITE 350Phone: (440) 409-3020Email: GREG@BTWCONCERTS.COMContact GREG AGNOS

name

353/212-1300

phone

Federal Tax ID # or Social Security #: 272437446Amount of Grant Request: \$ 10,000

**Program Description/Scope** (please use additional pages if necessary but no more than 3):

Describe your program:

OUR EVENT IS A 3 DAY JAZZ FESTIVAL HELD FRIDAY MAY 24 -  
SUNDAY MAY 26 AT LA COSTA RESORT AND SPA. THE FESTIVAL IS  
DESIGNED AND PROMOTED AS A DESTINATION EXPERIENCE. IT  
CONTAINS A GREAT MIX OF SMOOTH JAZZ, R & B AND  
NEB SOUL WITH ALL HEADLINERS BEING RECOGNIZED  
NATIONALLY AND WORLDWIDE. PLEASE SEE  
WWW.SANDIEGOJAZZFEST.COM

How will the program benefit Carlsbad tourism?

BTNCNCONCERTS IS THE PROMOTER FOR THE ARIZONA, LAS VEGAS AND SAN DIEGO JAZZ FESTIVALS. WE HAVE A FAN BASE THAT SPREADS THROUGHOUT THE U.S. AND EVEN FOREIGN COUNTRIES. THROUGH OUR FESTIVAL AND OUT OF TOWN MARKETING WE ANTICIPATE ATTENDANCE CLOSE TO 15,000 OVER THE 3 DAY FESTIVAL CARLSBAD TOURISM WILL BENEFIT FROM THE OUT OF TOWN GUESTS, OVERNIGHT STAYS AND THE EXPOSURE AND EXPERIENCE TO CARLSBAD BY OUR ATTENDEES.

Projected # of out of town visitors 50-55%

Projected # of overnight stays 600

**Applicant Background:**

This applicant is a (an):

☐ Non - Profit

☒ For-Profit

☐ Other \_\_\_\_\_

☐ Local Public Agency

☐ Individual

Years in Business: 3.5

Number of Employees: 10

Number of Volunteers: 39+

(Please attach an organization chart, if available.)

Names of Officers and Board of Directors:

Name:

BRAD LAUGHLIN  
HEATH MCCARTER  
JOSHUA PERK  
GREG AGNUS

Title:

CEO  
PRESIDENT  
VICE PRESIDENT  
DIRECTOR OF SALES

**Experience in Program Area:**

BRAD LAUGHLIN HAS CLOSE TO 30 YEARS EXPERIENCE IN THE CONCERT PROMOTION BUSINESS. THE ORGANIZATION HAS BEEN PROMOTING MUSIC FESTIVALS FOR 22 YEARS WHILE 3 OF THOSE 22 YEARS HAVE BEEN BY BTNCNCONCERTS.COM SPECIFICALLY DESIGNATED AS JAZZ FESTIVALS.

**Financial Capabilities/Budget:**

Current funding sources and levels (identify source of matching funds):

THE FUNDING SOURCE IS BTNCNCONCERTS.COM. ADDITIONAL FUNDING SOURCES ARE FROM SPONSORS, VENDORS AND TICKET SALES. COUPLED BY EXPERIENCE AND A TRACK RECORD FOR SUCCESSFUL EVENTS, BTNCNCONCERTS IS A STRONG COMPANY. PLEASE SEE ATTACHED LETTERS OF RECOMMENDATION FROM CURRENT REPORT PARTNERS. IN ADDITION, PLEASE SEE ATTACHED OUT OF MARKET BUDGET FOR MEDIA RELATED EXPENSES

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the CTBID. Proof of program expenses (ie receipts) are required to be held for two years during which time the CTBID reserves the right to audit the records.

We agree to adhere to the reporting requirements described above.

Yes ☒ No ☐

**Other Requirements**

Grant recipients will be required to recognize on all printed material that grant program is funded in part by the CTBID.

**Certification:**

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge.

G. A.  
Signature

DIR. OF SALES  
Title

3/15/13  
Date

**Grant Application Timetable**

May 23, 2012	Grant guidelines available
June 15, 2012	Grant applications due to City office by 5 p.m.
June 2012	Grant applications reviewed
July 2012	Grant recipients announced



To Whom It May Concern,

The Wigwam partnered with Arizona Jazz Festival for two major events in 2012. Currently the resort is contracted for a Spring and Fall Festival in 2013 and in the final stages of contracting dates for two events in 2014.

The Arizona Jazz Festival hosts 4,000 guests per day over a three day period in April and October. The resort visibility generated through social and traditional media, coupled with a dedicated Public Relations effort has elevated the resort's prominence within the Arizona marketplace.

We are proud to be associated with this first class event and hope to continue our relationship for many years to come.

Should further information be needed, I welcome a call on my direct dial line of 623-856-1025.

Sincerely,

Greg Waters  
Director of Sales and Marketing

JW MARRIOTT.  
LAS VEGAS



March 13, 2013

To Whom This May Concern:

It is my pleasure to recommend Brad Laughlin and his team at BTW. Our first experience with BTW was in September of 2012 when we hosted the Las Vegas Jazz Festival here at the Resort at Summerlin. This was a large event that was out of the traditional scope of event experience for our property. But with their assistance during the planning implementation process, BTW showed us their full support and as a result, the festival was a well-executed success.

In addition, BTW effectively handled any unforeseen challenges that arose during the event in a quick and precise manner. Moreover, the open and constant communication we received from them really set them apart from other promoters.

Due to our collaborated success, we are excited to work together again as we prepare for our second Las Vegas Jazz Festival, which will be held in September, 2013. If I can be of any further assistance, I can be reached directly at 702-869-7138.

Sincerely,

Mike Gaughan  
General Manager  
The Resort At Summerlin  
JW Marriott Resort & Spa – Las Vegas




Payne Pest Management San Diego Jazz Festival out of market budget

Media	Name	Market	Amount	Run
Print	Smooth Jazz News	National	\$ 1,175.00	April
Radio	Wave 94.7	Los Angeles	\$ 4,025.00	February to May
Radio	KJLH Radio Free 102.3	Los Angeles	\$ 2,750.00	February to May
Internet	Hibu / Google Display ads	Los Angeles/Phoenix/Las Vegas	\$ 1,250.00	April
Internet	Smoothjazz.com	National	\$ 800.00	February to May
		Subtotal	\$ 10,000	

\*\*Please note there are matching funds available to match these out of market budgets

**CARLSBAD TOURISM  
BUSINESS IMPROVEMENT DISTRICT  
AGENDA BILL**

<b>AB#</b>	<b>04-13-89</b>	<i>Proposal from VisitCarlsbad (Carlsbad Convention and Visitors Bureau)</i>	<b>CTBID STAFF</b>	
<b>MTG.</b>	<b>4-17-13</b>		<b>GENERAL COUNSEL</b>	

**RECOMMENDED ACTION:**

Receive report from VisitCarlsbad and direct staff accordingly.

**ITEM EXPLANATION:**

Since the inception of the Carlsbad Tourism Business Improvement District (CTBID), the CTBID Board has contracted with Carlsbad Convention and Visitors Bureau 501C-6 corporation (dba VisitCarlsbad) to provide tourism marketing services for Carlsbad. The scope of those services have included operation of the visitor center, web site development and administration, print and internet advertising, public relations and various other tourism marketing activities identified in the contract for that fiscal year. The VisitCarlsbad Board develops the scope of work and presents it to the CTBID Board for approval along with the proposed budget for the work which is then included in the CTBID annual budget.

The VisitCarlsbad Board has developed the 2013-14 proposed budget and program of work presented at Exhibit 1. The CTBID Board should receive their report and discuss the proposal. Following the discussion, if the Board would like to contract with VisitCarlsbad to provide these services for 2013-14, the CTBID Board should direct staff to bring back the contract for adoption at the next Board meeting.

**FISCAL IMPACT:**

For the fiscal year 2013-14, projected revenues for the CTBID are estimated at \$900,000. The total payment for these proposed services for the twelve-month period is \$749,500.

**ENVIRONMENTAL IMPACT:**

This action does not qualify as a project under the California Environment Quality Act ("CEQA") and will not have a physical adverse effect on the environment. (CEQA Regulation 15378(b)).

**EXHIBITS:**

1. Proposed budget and program of work for tourism promotion services from VisitCarlsbad for the period July 1, 2013 through June 30, 2014.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-277-5203, [cheryl.gerhardt@carlsbadca.us](mailto:cheryl.gerhardt@carlsbadca.us)



## FY14 VISIT CARLSBAD BUDGET - DRAFT

	FY13 Budget (F)	FY13 YTD Actuals	5 Variance	Proposed FY14 Budget	% Variance to FY14 Forecast
<b>INCOME</b>					
Public Sources					
CTBID Revenues	800,000	600,003	# (199,997)	750,000	1 -7%
City of Carlsbad					
Total Public Sources	800,000	600,003	(199,997)	750,000	20%
<b>TOTAL INCOME</b>	<b>800,000</b>	<b>600,003</b>	<b>(199,997)</b>	<b>750,000</b>	<b>20%</b>
<b>EXPENSE</b>					
Labor					
Salaries	201,337	154,353	(46,984)	205,364	4 2%
Payroll Taxes	16,556	12,453	(4,103)	17,000	3%
Works Comp	3,800	1,433	(2,367)	4,000	5%
Benefits	22,500	16,820	(5,680)	22,328	-1%
Total Labor	244,193	185,058	(59,135)	248,692	1.8%
Promotional Programs					
Advertising & Production	22,700	20,575	(2,125)	25,000	9%
Research	2,800	4,350	1,550	5,000	44%
Outside Services-Interactive Marketing	335,000	246,575	(88,425)	326,000	-3%
Outside Services-Group Direct Sales	48,000	48,000	0	-	2
Outside Services-Public Relations	70,000	44,549	(25,451)	70,000	0%
Public Relations Events	0	-	0	4,000	3 100%
Travel & Entertainment	10,000	10,111	111	10,000	0%
Dues & Subscription	10,000	2,833	(7,167)	6,500	-54%
Collateral Production & Fulfillment	28,000	13,341	(14,659)	25,000	-12%
Total Promotional Programs	526,500	390,335	(136,165)	471,500	-11.7%
Bulk Mail	0	-		-	
General Administration		30			
Bank Charges	1,157	224	(933)	1,000	-16%
Equipment Rental & Maintenance	3,000	2,081	(919)	3,000	0%
Facility Repair & Maintenance	150	89	(62)	150	0%
Insurance	2,400	806	(1,594)	2,400	0%
Office Supplies	3,000	1,566	(1,434)	3,000	0%
Postage	2,000	1,223	(777)	2,000	0%
Taxes	150	91	(59)	150	0%
Telephone	6,000	4,796	(1,204)	6,000	0%
Professional Services	5,600	4,400	(1,200)	5,600	0%
Volunteer Program	1,000	504	(496)	1,000	0%
Miscellaneous	150	527	377	300	50%
Utilities	3,700	1,596	(2,104)	3,700	0%
Computer Expense	1,000	1,577	577	1,008	1%
Total G&A	29,307	19,509	(9,798)	29,308	0%
<b>TOTAL EXPENSE</b>	<b>800,000</b>	<b>594,902</b>		<b>749,500</b>	<b>-6.7%</b>
<b>OVER/(UNDER)</b>	<b>0</b>	<b>(5,101)</b>		<b>(500)</b>	

## FOOTNOTES

- 1 Budget reduced by \$50k for FY2014
- 2 The majority of the budget cut will come from Group Direct
- 3 Add PR Events line item to cover PR Event costs
- 4 2% COLA
- 5 FY13 (A) is YTD up to March 2013

FY14 -- PROGRAM OF WORK - PROPOSED  
VISIT CARLSBAD

Strategy and Tactics	Timing				Budget	Comments
	Q1	Q2	Q3	Q4		
Prioritize and develop market intelligence on the leisure travel segment Extract Carlsbad visitor information from SDCVB Visitor Profile Study STR subscription to include key competitive markets	✓	✓	✓	✓	5,000	STR & Visitor Profile
Manage Interactive agency Program of Work Including pay-per-click advertising, display advertising, email	✓	✓	✓	✓	326,000	Digital Advertising Agency
Manage Public Relations Program of Work Including hosting travel writers, lead generation, fielding broadcast	✓	✓	✓	✓	70,000	Destination Counselors International
Review CTBID Grant applications and make funding	✓					Board evaluation
Develop partnerships and coop advertising opportunities Produce print/digital advertising for inclusion of local suppliers	✓	✓			25,000	
Manage visitor publications and fulfillment Evaluate how to scale back distribution costs Evaluate different models for providing visitor information	✓	✓	✓	✓	25,000	Certified Folder Display
Earn unpaid media exposure through public relations Pitch story ideas, whats new, host travel writers Coordinate media FAMs with PR agency	✓	✓	✓	✓	4,000	Visit CA Media Events
Travel & eEntertainment	✓	✓	✓	✓	10,000	
Partnerships & subscriptions with regional and national tourism organizations Regional DMO memberships	✓	✓	✓	✓	6,500	DMAI EmpowerMINT
<b>TOTAL PROMOTIONAL PROGRAM OF WORK</b>					<b>471,500</b>	